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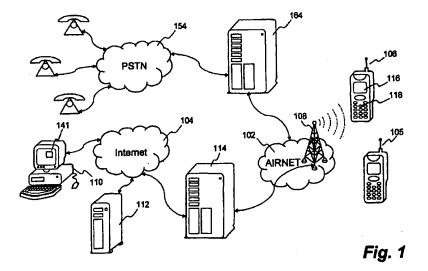
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## (54) Method and apparatus for displaying information during idle time on a wireless mobile device

(57) A system for displaying idle content information on wireless computing devices during idle times is disclosed. A wireless computing device (106) receives from a wireless network (102) idle content information specified by an address identifier identifying a network resource in the wireless network. When the device determined as being idle, the idle content information is

displayed on the device display (116). The idle content information might be the network operators customer support telephone number or advertisements. A browser program within the device may be modified to support looping content, interaction with idle displays, automatic scrolling, and automatic updating of idle content information.





EPO FORM 1503 03.82 (POICO1)

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